

hipages launches new digital tradie campaign

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hipages

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Tuesday 19 January 2021 (Sydney, Australia) – This week, hipages will launch their new digital-led campaign which builds on the “Change The Way You Tradie” brand platform, directly targeting Australian tradies to demonstrate the platform’s value in supplying businesses and sole-traders alike with qualified job leads.

The new humorous creative features six real tradies who have experienced success with hipages, spanning categories including building, plumbing, landscaping and electrics, all filmed on live job sites. The creative launched today and will run across YouTube, Facebook, Instagram and Google in both video and static formats. A digital OOH test will also run in Brisbane for 3 weeks.

Until now, hipages’ objectives have mostly focused on building the brand for the consumer audience to drive jobs posted to the platform. This shift in focus to tradies aims to increase awareness of hipages as an efficient job lead and marketing tool for tradies, whilst increasing consideration and trust, that will ultimately help acquisition and retention objectives.

On the campaign, Guillaume Papillon, hipages Head of Brand and Communications, says, “Currently in Australia, there are 1.1 million tradies working within 257,000 trade businesses which service the home improvement industry - worth \$83 billion in 2020*. On hipages, a new job is posted on average every 23 seconds, with over 100,000 jobs posted each month offering a high volume of job lead opportunities which trade businesses of all sizes and locations can take advantage of to efficiently grow their business.”

“In trade businesses, the biggest inefficiencies lie in everything that needs to happen off the job and hipages offers a way to reduce the pain-points that come with building and maintaining a business, helping tradies work smarter, not harder” added Mr Papillon.

Agency credits

Client – hipages

Creative – VCCP

Media – Avenue C

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Notes to Editors

About hipages

hipages is the online platform that connects Australia with trusted tradies to simplify home improvement. As the leader in the On-Demand Tradie Economy, based on jobs posted, our aim is to create a seamless experience for both tradies and homeowners. For homeowners, hipages provides a better, smarter way to connect with local tradies to get the job done well. For tradies, the platform helps them grow their business by providing quality leads from their customers looking for a specific trade. To date, over three million Australians have changed the way they find, hire and manage trusted tradies with hipages, ultimately providing more work to the 36,000 tradies subscribed to the platform. The hipages app is available for download on the App Store and Google Play. www.hipagesgroup.com.au

*This research was conducted by Publicis Sapient for hipages via a panel of 401 tradespeople engaged to provide critical sample data on the residential trades market and advertising spend. Desktop and market analysis identified key macro data points, trends and forecasts available from the Australian government and relevant research and industry bodies.

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